

Message Text

LIMITED OFFICIAL USE

PAGE 01 BRASIL 02929 112035Z
ACTION EB-08

INFO OCT-01 ARA-10 ISO-00 CIAE-00 COME-00 DODE-00
DOTE-00 FMC-01 INR-10 NSAE-00 CG-00 DLOS-09
OES-07 L-03 IO-13 PA-01 ICA-11 SP-02 SS-15 NSC-05
STR-07 OMB-01 TRSE-00 AID-05 /109 W
-----087000 121224Z /17

R 111915Z APR 78
FM AMEMBASSY BRASILIA
TO SECSTATE WASHDC 7063
INFO AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO

LIMITED OFFICIAL USE BRASILIA 2929

E.O. 11652: N/A
TAGS: EWWT, BR
SUBJ: PRESS COVERAGE OF BLACKWELL VISIT

REF: RIO 1658

1. PRESS COVERAGE OF ASSISTANT SECRETARY BLACKWELL'S APRIL
1-6 VISIT TO BRAZIL WAS FAIRLY EXTENSIVE, BEGINNING ON A
MODERATE NOTE AND THEN TURNING NEGATIVE AFTER NEGOTIATIONS
ENDED. SEVERAL PAPERS COMMENTED THAT MISSION HAD "FAILED,"
AND EVEN SUGGESTED IT WAS "DOOMED FROM THE START."

2. ALL THREE RIO NEWSPAPERS (GLOBO, JB, ULTIMA HORA)
WHO INTERVIEWED ASSISTANT SECRETARY BLACKWELL AT APRIL 3
SUNAMAM RECEPTION CARRIED PROMINENT STORIES FOLLOWING DAY.
GLOBO GAVE MOST SPACE, ALONG WITH MOST FLAMBOYANT HEADLINE:
"USA ACCUSES BRAZIL OF DISCRIMINATING AGAINST SEA-LAND."
ARTICLE ITSELF WAS REASONABLY ACCURATE AND BALANCED, STRESSING
MR. BLACKWELL'S PRAISE OF THE "GOOD MARITIME RELATIONS"
BETWEEN THE US AND BRAZIL AND HIS "PERSONAL FRIENDSHIP WITH
SUNAMAM SUPERINTENDENT MANOEL ABUD." ALL THREE ARTICLES INCLUDED
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 BRASIL 02929 112035Z

HIS COMMENT THAT SEA-LAND OPERATES WITH 35-FOOT CONTAINERS
IN 56 COUNTRIES, AND THAT ONLY BRAZIL PROHIBITS THE ENTRY OF
THIS EQUIPMENT. THEY ALSO HIGHLIGHTED HIS ARGUMENT ON
BRAZIL'S RESOLUTION 5246 TRANSSHIPPING RESTRICTIONS (WHICH,
BECAUSE THEY AFFECT PURERO RICO, CONSTITUTE A GOB "FALLBACK"
FOR REJECTING SEA-LAND); "HOW CAN BRAZIL RESTRICT A SHIPPER
FROM SWITCHING CARGOES BETWEEN SHIPS WITHIN HIS OWN COUNTRY?"

3. BOTH GLOBO AND JORNAL DO BRASIL ALSO PICKED UP MR. BLACKWELL'S ARGUMENT THAT, AS JB PUT IT, "SUNAMAM COULD FACILITATE THE REQUEST OF SEA-LAND TO OPERATE IN BRAZIL BECAUSE BRAZILIAN INTERESTS WOULD BE PROTECTED UNDER THE POOL CONCEPT." GLOBO REPEATED THE ASSISTANT SECRETARY'S COMMENT THAT "THE ENTRY OF SEA-LAND WOULD ONLY AFFECT THE AMERICAN LINES AND IN NO WAY WOULD DAMAGE LLOYD, ETUMAR, AND THE OTHER BRAZILIANS." BOTH PAPERS LOST THE DISTINCTION MR. BLACKWELL MADE IN DESCRIBING THE NATURE OF THE PROTECTION PROVIDED BY THE POOLING ARRANGEMENT -- SPECIFICALLY THAT THE AMERICAN HALF OF THE POOL WOULD HAVE TO ABSORB THE SEA-LAND VOLUME AND THE YEAR-END COMPENSATION ARRANGEMENTS AMONG POOL MEMBERS WOULD ASSURE PROTECTION IN CASE OF OVERCARRIAGE.

4. ALL THE APRIL 4 ARTICLES NOTED THE ASSISTANT SECRETARY'S AFFIRMATION THAT THERE WERE VIABLE COMMERCIAL CHANNELS TO RESOLVE BOTH THE SEA-LAND AND WEST COAST SOUTHBOUND POOL QUESTIONS, ULTIMA HORA QUOTING HIM THAT "THERE ARE MECHANISMS AND MODALITIES TO FIND SOLUTIONS, AND THESE ARE OF INTEREST TO BOTH BRAZIL AND THE U.S." JORNAL PICKED UP HIS STATEMENT THAT THE INTERAMERICAN FREIGHT CONFERENCE HAD FULLY ACCEPTED THE COMMERCIAL JUSTIFICATION FOR PURERTO RICO TRANSSHIPPMENT.

5. THIS GENERALLY-UPBEAT COVERAGE CHANGED AS REPORTERS WERE LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 BRASIL 02929 112035Z

BACKGROUNDED AT SUNKMAM FOLLOWING ASSISTANT SECRETARY'S DEPARTURE. THE APRIL 7 JORNAL DO BRASIL HEADLINED "BLACKWELL THREATENS SUNAMAM FOR NOT ADMITTING SEA-LAND." THE ARTICLE PROCEEDED TO STATE THAT THE REFUSAL TO ALTER SUNAMAM RESOLUTION 5246 COULD CAUSE "AMERICAN GOVERNMENT RETALIATION WITH SERIOUS CONSEQUENCES FOR MARITIME TRANSPORT BETWEEN THE TWO COUNTRIES." THE ARTICLE ACCURATELY PICKED UP THE USDEL ARGUMENT THAT RES 5246 REPRESENTED INTERFERENCE IN AMERICAN INTERNAL AFFAIRS AND INFRINGED U.S. SOVEREIGNTY. IT WENT ON TO SAY SUNAMAM HAD "PROVED" THAT, BRAZIL AS AN IMPORTER, WAS ENTITLED TO "DICTATE THE RULES" FOR ITS IMPORTS. (THIS ALLEGATION IS CURIOS, SINCE SUNAMAM DID NOT TAKE THIS APPROACH AT ALL DURING NEGOTIATIONS -- SEE REFTEL.) FINALLY,

ARTICLE NOTED MISSION WAS "DOOMED FROM THE START" FOR COMING IMMEDIATELY AFTER PRESIDENT CARTER'S VISIT ("WHEN THE MOOD WAS NOT HEATED EVEN THOUGH NEGOTIATIONS WERE MUCH MORE SENSITIVE").

6. GLOBO HAS THE LAST WORD, AT LEAST AT THE MOMENT, WITH APRIL 10 PIECE COVERING VARIOUS ELEMENTS IN VISIT BUT HIGHLIGHTING BLACKWELL'S NOT WEEING TRANSPORT MINISTER NOGUEIRA IN BRASILIA. BASED ON WHAT IT TERMED "CONFIDENTIAL COMMENTS

BY SEVERAL OF HIS CLOSE AIDES," THE ARTICLE SAYS NOGUEIRA'S
"ATTITUDE REVEALED THE WEARINESS AND ABRASION PROVOKED BY THE
INSISTENCE WITH WHICH SEA-LAND HAD BESIEGED BRAZILIAN
AUTHORITIES."

THIS MESSAGE WAS PREPARED BY AMCONSUL RIO DE JANEIRO.
JOHNSON

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRESS COMMENTS, MARINE TRANSPORTATION, CARGO HANDLING, DISCRIMINATION, VISITS
Control Number: n/a
Copy: SINGLE
Draft Date: 11 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BRASIL02929
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780157-0325
Format: TEL
From: BRASILIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780472/aaaacivx.tel
Line Count: 123
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 925120b3-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 78 RIO DE JANEIRO 1658
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05 may 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3014550
Secure: OPEN
Status: NATIVE
Subject: PRESS COVERAGE OF BLACKWELL VISIT
TAGS: EWWT, OVIP, SOPN, BR, SEA-LAND, (BLACKWELL, ROBERT J)
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/925120b3-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014